

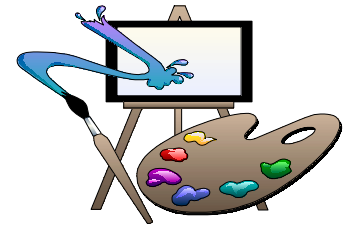


Federal Executive Board Greater Los Angeles

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CFC CANVAZ

May 1999



The staff of the Greater Los Angeles Federal Executive Board prepares this publication from information received in the FEB Office and gleaned from public information sources. Please forward input for future issues to CFC CANVAZ, ANDREA WINKLER
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FALL 1998 CFC RESULTS

Despite a decline in Federal population among our 21 campaigns, you collected 3% more in contributions! Because you managed to reduce expenses, you increased net donations, i.e., the amount going to charities after expenses, by 4%! Federal employee caring cannot be disputed: one third of the total Federal population, 119,171 donors, gave \$14,786,428. Per capita gift increased from \$40 to \$41 and average gift rose from \$112 to \$124.

Thanks to your devoted efforts, twelve CFC's increased total contributions; nine raised participation percentages, 14 upped per capita gifts; and 19 boosted average gifts. Even though expense figures are not final, we have enclosed tables and charts for your information. Separate charts for larger and smaller CFC's arose from spacial limitations and mathematical variance.

Although comparative analysis and a little healthy competition are encouraged, outcomes are affected by facts and circumstances, such as geographical dispersion, down-sizing, leadership support, and loaned executives, not evident in statistical data. If you want to improve your results, the FEB offers individual consultations by phone or at your office to LFCC's and PCFO's. We are here to help! On the whole, congratulations are in order! We are pleased with our regional results and applaud the dedication you exercised in raising such generous amounts to better our communities.

Sharing by Bob Burnett, L.A. CFC: For full-page ads in your local Time &/or Newsweek on a space-available basis, thanking Feds for generously contributing to CFC, contact Tom Link, Media Network, Inc., (203) 967 6496, fax (203) 967 6525.

The Inquiring Campaigner Question: What Time-Saving Secrets Do You Use During the September - November CFC Time Crunch?

Welcome to Jim Robak, new Yavapai CFC Director (William Weyland retired 4/99), who responded with these ideas: "Start early. Schedule the next two (instead of one) committee meetings in advance. Follow-up, Follow-up, Follow-up!"

Best wishes to departing San Bernardino CFC Director, Christine Briggs, who shared these thoughts: "Collaborate with other PCFO's! Don't re-invent the wheel. Utilize prior years' loaned executives and keyworkers as trainers for the current year. Establish relationships with federations and vendors - they'll be of great help during "crunch" times."

Thanks to Jay Gardella, San Diego CFC Director, for these time-saving procedures: "1. We used e-mail extensively, especially for communications with deployed Navy ships, squadrons & deployed Marine units. 2. We used our fax extensively for getting progress reports during the campaign. 3. We went to various locations in San Diego County and conducted Coordinator training. This was in place of asking the coordinators to come to a single location. 4. We used an optical character read (OCR) pledge card (approved by OPM). 5. We request progress reports from each activity every two weeks during October and November. We record the 'reported results' and thus track the campaign's progress daily."

Kudos to Marianne Pekala, First-Year CFC Director, who led the "Thanks a Million!" Phoenix CFC to exceed its \$1 million dollar goal: "1. Train your Loaned Executives well so they can be productive from day one! 2. Build a personal relationship with your Coordinators by training them well, long before the Loaned Executives begin, so if there are any problems, the Coordinator is comfortable with calling you. 3. Make it fun! I am going to suggest a Dessert Auction and perhaps a Car Wash. Last year, we didn't have very many fun events, and this year, I want to bring awareness to people within a fun environment."



LFCC Corner: When we pay thousands to a PCFO, why do we need Loaned Executives ?

This question surfaced in response to the "**LOANED EXECUTIVE MODEL PROGRAM**," sent to you with our last **CANVAZ**. The answer is that the roles of the PCFO and LE are complementary, not duplicative. On a year-round basis, the PCFO performs many essential administrative functions in areas, such as accounting for & transmitting contributions; processing local charity applications; printing brochures, publicity, & pledge cards; obtaining incentives and awards; & training coordinators, keyworkers, & LE's. During the campaign time crunch, the many administrative demands on the PCFO leave insufficient fund-raising time to achieve a campaign's full potential for contributions.

For more than 30 years, social scientists have studied and documented the effectiveness of peer-group members & role models in increasing charitable contributions. The following quotes are from An Econometric Analysis of Charitable Giving with Interdependence Preferences (see Library for citation): "Choices individuals make often depend on the choices of others who are similar in age, education, social status, and other characteristics...Such reference groups appear to be important in determining altruistic and charitable activity...A person's reference group includes those who are similar in age, education, **JOB TYPE** (emphasis supplied), & the degree of urbanization of their place of residence... People...are also influenced by those...in categories just 'above' or just 'below' their own." This study concluded that a 20% to 30% giving increase could be expected due to the influence of reference group giving. With these results in mind, is a Loaned Executive whose **Federal Employee JOB TYPE** matches that of potential CFC givers worth considering as a most effective fund-raiser? If an articulate and respected Federal employee financially supports CFC, will this encourage other Feds to give more than if an unknown private-industry employee ineligible to give to CFC, e.g., from the United Way, asks them to give?

Often, CFC's fail to reach potential because not all employees are contacted and asked to give. Time constraints limit PCFO coverage. Also, **organization familiarity and contacts** are advantages of L.E.'s, which are harder for PCFO's to achieve. This point was stressed in a recent survey of 1998 LE's, who were asked what LE's can do more easily than PCFO's:

Barbara Heckrotte, Federal Aviation Administration: LE's are familiar with the Federal agencies & how they operate...they are familiar with the Federal work environment."

Paul McIntyre, Department of Veterans Affairs: "When LE's solicit funds from people within the agencies, they can present the CFC program more effectively."

Cynthia Bates, U.S. Customs: "LE's know the Federal government and how it works and that is critical. It's not the private sector. I think the CFC staff might really be stonewalled in less cooperative Federal agencies without the Federal government experience that LE's have."

The LE's were also asked how LE's make a difference:
Paul: "LE's save staff operating expenses, thereby keeping administrative expenses lower which allows more money to go directly to the areas that need the money."

Barbara: "LE's are able to work with coordinators more to provide one-on-one service...LE's provide the encouragement and motivation to help the coordinators stay on task."

Cynthia: "LE's provide the personal touch at top levels, the ability to connect with heads of office, with knowledge based on the initial weeks of training. Full-time LE's made it possible to create a personal touch from the beginning to the final follow-up...The increased contact from every phone conversation & briefing right up to the final gifts being delivered certainly made a big difference. LE's made a difference in creating an active campaign. I got speakers and helped set up more small kickoffs. I shared creative ideas for fund-raisers and creative ideas to spread the word for better public relations for CFC in general."

Finally, the LE's were asked about dramatic successes that may not have occurred without their time and effort. All gave full credit to the coordinators. **Cynthia** was actively involved in helping two post offices that **doubled their previous contributions**. **Paul** was pleased at the "**massive contributions**" made after his presentations in a large post office with substations. "**Several thousand above their target**" was collected. He also helped a Census Bureau office significantly increase contributions and raise an "**enormous amount of money**," far beyond their goal. **Barbara** noted that a Social Security office, whose coordinator she assisted with individual training and ideas, **tripled previous donations**.

In summary, LE's play a critical role, sanctioned in the CFC Federal Regulations, as **FUND-RAISERS**, with inside Federal contacts and peer credibility and influence, a role that is a challenge to fulfill by even the most experienced and creative PCFO's during the time-pressured months of the campaign. If your CFC is not using LE's, please consider this option at your next LFCC meeting, as a means of better fulfilling your CFC potential. The suggested guideline is one full-time LE or two part-time LE's for every 3,000 or fewer Federal employees. If you need a copy of the "**LOANED EXECUTIVE MODEL PROGRAM**," see the masthead.

Sharing Contests

Our last **CANVAZ** (11/98) featured poster contests for the children of federal employees, sponsored by two CFC's, Kern, Inyo, & Mono Counties and ventura county, as a means of saving artwork costs for brochure covers & campaign posters. Such contests also generate awareness of & interest in CFC by younger federal employees who are underrepresented among donors.

CANVAZ. Thanks The greater Los Angeles CFC for sharing their 1999 theme & artwork contest for federal employees, who may enter in one or both categories. Multiple entries are allowed. Winners receive two free tickets to an L.A. Dodgers game, a Dodger T-shirt and hat, & recognition in the CFC brochure.

It is not too late for other cfc's to sponsor a cfc contest this year to create favorable publicity and

CANVAZ LIBRARY



Copies of library items are available on request (see masthead). At least one article is discussed in each CANVAZ. See LFCC Corner above for this issue's article, listed first below.

"An Econometric Analysis of Charitable Giving with Interdependence Preferences," J. Andreoni & J. Scholz, *Economic Inquiry*, 7/98

Abstracts

"Where Charitable Dollars Went," *USA Today*, 6/17/98

"Who Gave the Money?" *USA Today*, 6/16/98

"An Experimental Test of the Public-Goods Crowding-Out Hypothesis," J. Andreoni, *The American Economic Review*, 12/93

"Some Neo-Darwinian Decision Rules for Altruism: Weighing Cue for Inclusive Fitness as a Function of the Biological Importance of the Decision," E. Burnstein, C. Crandall, S. Shinobu, *Journal of Personality & Social Psychology*, 11/94

"A Fat Lady in a Corset: Altruism & Social Theory," K. Monroe, *American Journal of Political Science*, 11/94

"Altruism, Nonprofits, & Economic Theory," S. Rose-Ackerman, *Journal of Economic Literature*, 6/96

Distinguished Public Service Awards: CFC

On May 5, 1999, as part of Public Service Recognition Week, 500 Federal leaders attended an FEB awards ceremony which included recognition for CFC leaders in two categories. Sponsored by the Greater Los Angeles CFC, the awards went to the **Bankruptcy Court, Central District of California, L.A.** (Outstanding Achievement, Federal Agency) & to **Robert Mandgie, Assistant District Director, INS, Laguna Niguel** (Outstanding Achievement, Individual). The **Bankruptcy Court** was honored for using "personal contact; colleague beneficiary testimony; improved communication systems; special fund-raising skills classes; & entertaining, upbeat events," to raise \$38,182 from 63% of the population with a \$150 average donation in a record-setting CFC for the Court. For 10 years, **Mr. Mandgie** has led CFC's by example, even annually donning a chef's hat & cooking made-to-order omelets for hours for participants joining him to watch the CFC videotape. His dedicated efforts also included organizing rallies, hauling materials, narrating presentations, writing letters, and following-up to support CFC.

The **San Diego District Office of the INS, Laguna Niguel**, was the runner-up Federal Agency with \$74,000 raised in 1998 from a 650-employee base & with a 200% increase in overall pledges since 1995. Individual runners-up were **Jesse Hernandez, Jr., INS, Chula Vista**, who, as a Loaned Executive with the *San Diego County CFC*, led his accounts to increase contributions by \$84,000, & **1st Lt. Justin Trumbo, L.A. Air Force Base**, who excelled as Deputy Coordinator, raising \$227,000 (an increase of \$40,000) from over 2,500 employees in only four weeks.

Also nominated were **Loaned Executive Bernard Baker, of INS, Chula Vista**, who increased donations substantially, & **Coordinator Beverly Randall, VA, West L.A.**, an innovator who created a CFC Council. This team facilitated communication with keyworkers who surpassed previous contributions & the current goal.

CFC DIRECTORY Updates - Please forward changes and additions, e.g., e-mail addresses, to **CANVAZ**. We encourage you to network with other CFC's, so why not call someone new today?! Because of the many changes this time of year, the full three-page list follows:

<i>Combined Federal Campaign</i>	<i>PCFO</i>	<i>Phone FAX E-mail</i>	<i>LFCC Chair</i>	<i>Phone FAX E-mail</i>
Greater Los Angeles	Demetrius Stevenson, Kim Davis, Bob Burnett Greater LA United Way 523 W. 6th Street Los Angeles, CA 90014	(213) 630-2364 FAX(213) 630-2369 lacfc@juno.com	William Withycombe, Regional Administrator Federal Aviation Administration 15000 Aviation Bl. Hawthorne., CA 90261	(310)725 3550 FAX (310 536 8400 bill.withycombe@faa.dot.gov
Northern Arizona	Kerry Blume United Way of Northern AZ P.O. Box 577 Flagstaff, AZ 86002	(520)-773-9813 FAX(520)773-9814 Kerry@InfoMagic.com	Patricia Garcia PO Box 577 Flagstaff, AZ 86002	(520) 556 7246 FAX (520) 556 7090 uwna@infomagic.com
Maricopa County (Phoenix)	Marianne Pekala Valley of the Sun United Way 1515 E. Osborne Rd. Phoenix, AZ 85014	(602) 631-4851 FAX(602) 631-4809 mpekala.vsuw@notes.uswest.net	Col. Terry Simpson, 56PW/IG 14185 W. Falcon St. Luke AFB, AZ 85309-1629	(602) 856 6149 (602) 8567606
Yuma Area	Jan Martin/Amanda Morales United Way of Yuma Co. 1320 S. 5th Ave., Suite B Yuma, AZ 85364	(520) 783-0515 FAX (520) 782-5463	Major Richard Anderson, MCAS Provost Marshall Office P.O. Box 99127 Yuma, AZ 85369-9127	(520) 341-3126 (520) 341-2429
Southern Arizona (Tucson)	Robert Palmer United Way of Greater Tucson 6840 E. Broadway Tucson, AZ 85710	(520)722-6000 FAX(520) 722-6066 uwtucsn@theriver.com	LTC Jack King, LFCC Chair 355 WG/DNAFB 5275 E. Granite St. Tucson AZ 85707-3012 ----- Jonathan Gardner, LFCC Chair, Director, VA Med. Ctr. 3601 S. 6th Av. Tucson, AZ 85723 ----- LTC Darryl Dean, Commander 40th SIG BN, Building 52101 Ft. Huachuca, AZ 85613	(520) 228-3685 FAX (520) 228-3191 ----- (520) 629-1821 FAX (520) 629-1820 ----- (520) 533-2408 FAX (520) 533-3176
Ft. Huachuca/Cochise County	Ditto	Ditto		

Yavapai County (Prescott)	Jim Robak, Exec. Dir. United Way of Yavapai Co. 122 N. Cortez St., # 107 Prescott, AZ 86301	(520) 778-6605 FAX (520) 771-8858	Frieda Jeffries, Prescott AFSS 6500 Wilkinson Dr. Prescott, AZ 86301	(520) 445 2160 FAX (520) 771-0764
Kern, Inyo, & Mono Counties (Bakersfield)	Miriam Krebhiel Kern County United Way P.O. Box 997 Bakersfield, CA 93302-0997	(661) 325-9423 or 9502 FAX (661) 325-9299 uw@uwKern.org	Art Ornelas, Chair USPS 3400 Pegasus Drive Bakersfield, CA 93380-9998 ----- Gil Watson, Vice Chair SSA, 5300 Office Park Dr. Bakersfield, CA 93309	(661) 392-6102 FAX (661) 392-6149 jrowles-email@usps.gov ----- (661) 861 4178 FAX (661)861 4246 gilbert.watson@ssa.gov
Indian Wells Valley (Ridgecrest)	Linda Stirling United Way of Indian Wells Valley P.O. Box 850 Ridgecrest, CA 93555-0850	(760) 375-1920 FAX (760) 375-1274 uwiwv@ridgecrest.ca.us	Trudi Ihle or Cindy Klassen Code 830000D, 1 Admin. Cir. China Lake, CA 93555-6100	(760) 939-3412 or 4676 FAX (760) 939-1123 or 4610 ihletl@navair.navy.mil klassencr@navair.navy.mil
Mojave Valley-Barstow	Ed Zall Mojave Valley United Way P.O. Box 362 Barstow, CA 92312-0362	(760) 256-8789 FAX (760) 256-8789 ezuw@aol.com	2 nd LT. Leah Conley Adjutant, HQ Battalion Marine Corps Logistics Base Barstow, CA 92311-5013	(760) 577-6 155 FAX (760) 577-6471 conleyl@BAM.usmc.mil
Imperial Valley (El Centro)	John R. Kershaw United Way of Imperial County P.O. Box 1924 El Centro, CA 92244-1924	(760) 352-4535 FAX (760) 352-6013 unitedwy@brawleyonline.com	Christopher Martinez, LFCC Chair & FEA President US Customs Service Office of Internal Affairs 321 S. Waterman Ave. #110 El Centro, CA 92243	(760) 353-4300 or 357-0494 FAX (760) 353-5467
San Diego County	Jay K. Gardella United Way of San Diego Cty. 4699 Murphy Canyon Road San Diego, CA 92123-0261	(619) 636-4114 FAX (619) 492-2054 SdiegoCFC@aol.com	RADM Veronica Froman, Cmdr. Naval Base San Diego 937 N. Harbor Drive San Diego, CA 92132-5100	(619) 532-2925 FAX (619) 532-1400 radm_Froman@cnb-emh.san.mrms.navy.mil
Coachella Valley (Palm Springs)	Deborah Allen United Way of the Desert P.O. Box 1990 Palm Springs, CA 92263-1990	(760) 323-2731 FAX (760) 778-1421	Allison Lynn, SSA District Mgr. 275 N. El Cielo Rd., Suite B 3 Palm Springs, CA 92262 ----- Bob Muller, Postmaster, USPS 4222 Rancho Las Palmas Dr. Rancho Mirage, CA 92270	(760) 325-7674 FAX (760) 322-6927 ----- (760) 346- 0109 FAX (760) 346-7069

Western Riverside Area	Elaine Crabtree United Way of the Inland Valleys 6215 Rivercrest Dr., # B Riverside, CA 92507-0703	(909) 697-4710? FAX (909) 656-8210 uwotiv@aol.com	Brig. Gen. Tom Gadd Attention: Thomas Cawthon 1351 Graeber St. #105 March AFB, CA 92578-1723	(909) 655-4076 FAX (909) 655-4671 thomas.cawthon@riv.afrc.af.mil
San Bernardino Area	Kent Taylor, Boys & Girls Club 1180 W. 9 St. San Bernardino, CA 92411	(909) 888 6751 FAX (909) 888 1474	Bill Sanchez, SSA 605 N. Arrowhead, #101 San Bernardino, CA 92401	(909) 383-5840 FAX (909) 383-5846
South Coast	Cathleen Torpey United Way of Santa Barbara 320 E. Gutierrez Street Santa Barbara, CA 93101	(805) 965-8591 FAX (805) 962-3461 ctorpey@unitedwaysb.org	Linda King, IRS 2500 Financial Square Oxnard, CA 93030	(805) 988-2111 FAX (805) 988-6255 lnking@hotmail.com
Orange County	Gene Reynolds, CFC United Way of Orange County 18012 Mitchell Ave. Irvine, CA 92614	(949) 263-6135 FAX (949) 263-6173 gener@unitedwayoc.org	Ms. Ferrel McKee, Manager Post Office Operations 3101 W. Sunflower Santa Ana, CA 92799	(714) 662-6214 FAX (714) 434-6656
Central California Coast (Santa Maria)	Helen Christensen United Way of the Central Coast P.O. Box 947 Santa Maria, CA 93456-0947	(805) 922-0329 FAX (805) 349-9848 unitedwaycentralcoast@thegrid.net	Major Jim Stone, USAF 30 SW/XPO 747 Nebraska Av. #B-211 Vandenberg AFB, CA 93437-6261	(805) 734-8232 X56344 FAX (805) 606 9936 stonej@plans.vafb.af.mil
29 Palms Area (Joshua Tree/Yucca Valley)	Vickie Jay Morongo Basin United Way P.O. Box 986 Yucca Valley, CA 92286	(760) 228-2716 FAX (760) 228-2408 mbuw@aol.com	Capt. Timothy Silkowsky P.O. Box 986 Yucca Valley, CA 92286-0986	(760) 830 5366 FAX (760) 830 4476
Ventura County	Ms. Bronwyn Bruton United Way of Ventura County 1339 Del Norte Road Camarillo, CA 93010	(805) 485-6288 FAX (805) 485-4845	Capt. Stephen Beal, Cmdg. Ofcr. Naval Air Weapons Station 521 9th St. Point Mugu, CA 93042-5001	(805) 989-7905 FAX (805) 989-7906
Southern Nevada	Col. William Goldfein National Voluntary Health Agencies 3050 E. Desert Inn Rd. #121 Las Vegas, NV 89193	(702) 735-9222 FAX (702) 735-9224 rube@juno.com	Ramon Reevey, Director VA Medical Center 1700 Vegas Drive Las Vegas NV 89106	(702) 636-3010 FAX (702) 636-3027 Reevey.ramon@las-vegas.va.gov or lisa.howard@med.va.gov

"Charity, which renders good for bad, blessings for curses."
Shakespeare - Richard III

